

Ask For

Lemp's St. Louis Beer

The Beer the live ones drink.

C. H. Reilley, Distributer

Phones: Wasatch 688, 2577

216-18 So. State Salt Lake City, Utah

Cafe Maxim

BRUCE L. BROWN, Mgr.

The city's famed Bohemia, though catering to none but high class trade, and in food, service and entertainment providing for no others. Table d'hote luncheon and dinner and the best a la carte service in the city. White waiters only.

SPECIAL ATTENTION TO LUNCHEON,
DINNER AND SUPPER PARTIES

Is "Wagner's Imperial" Better?

We think so. And we are willing to back our belief, by letting you try three bottles free. Order a case of

WAGENER'S Imperial Beer

"Brewed in the Mountains"

Today. Try three bottles. And if you don't like it better than any other beer you ever tasted, phone us. We'll call for the remainder of the case. The three bottles will be "on us." Pretty fair offer, eh?

A Choice of 1600 Gifts for the Labels*
H. WAGENER BREWING CO.
142 E. First South St. Phone Was. 218

"LET 'EM ALL IN"

(Continued from page 5.)

There is no one to say him nay; and his stock is apt to go up ten points, and his salary two dollars, as the result of this sapient criticism.

Everybody around the place has a hard time hiding his sneer at the advertising manager, because everybody has found that it distracts attention from his own shortcomings to lam the life out of the miserable pretender.

Everybody "wants in" on advertising; and nearly everybody gets in.

If the advertising manager makes a good defense one day, the audience disperses growling, and say to itself: "Wait—we'll get him tomorrow!"

And they generally do. That's why advertising managers blossom out like June bugs and die off like the same.

All the bright young men, when they walk past his department, say to themselves, "If I ever get my foot in that door, they'll have to grind it off my leg before I let go."

Which, of course, is all as it should be.

Spending money in advertising is the great of all American sports; and as many spenders as possible should have a hand in it.

There are no rules to the game, which is in keeping with the democratic character of our institutions.

We all know that each of us is as good as the other, and a darned sight better; and advertising exemplifies that noble principle as does no other department of business endeavor.

Down with the doors, therefore, gentlemen, and let 'em all in!

Michael, knock off work on the elevator today, and go in and dictate that double-page spread for the Saturday Evening Post.—The Fra.

THE MILLIONAIRE

By George P. Bent.

Heave half a brick at the duffer!

Give him a lash with the knout—

Make all his interests suffer;

Rip him up inside and out.

Ruin his good reputation,

Give him a jolt and a scare;

Drag him from off his high station—

He's only a millionaire.

Cover his name with black scandal,

Deep from Beersheba to Dan;

Give him a thorough manhandle;

Smirch him whenever you can.

Trip him in every venture;

Catch him with pitfall and snare;

Drawn him with cynical censure—

He's only a millionaire.

Call him a thief and a liar;

Greet him with gibes and with jeers.

Drag down the name of his sire;

Snub his grandmother with sneers;

Whisper vile gossip and rumor—

None of his family spare—

Treat his achievement with "humor"—

He's only a millionaire.

Cater to every excitement

Likely to tarnish his name,

Try to secure his indictment,

If he's a fellow of fame;

Fill him a poisonous chalice,

Mixture of wormwood and care,

Up with all envy and malice—

Down with the Millionaire.

—The Fra.

Smile!

Cultivate good nature. Cheerfulness is healthful to yourself and helpful to those about you. When a hard day has tightened up the lines of your face, try a glass of

FISHER BEER

It will help you to relax, to smile, to say a cheery word to some one else in trouble. The temperate user of lager beer is usually good-natured and cheerful, with a real human interest in his fellow-men.

A. Fisher Brewing Co.

SALT LAKE CITY

The Prize is in THE BEER

GET THE HABIT SWIM AT THE

"S A N"

52 West Broadway

Turkish Bath
and Bed

\$1

Expert
Attendants

IN OFFERING

Fairbanks-Morse Motors



to the public, we do so with a full appreciation of the good qualities of other motors on the market, but also with the knowledge that however satisfactory present equipment may be, an improved product will find favor with progressive and discerning buyers, and we offer the Fairbanks-Morse Motors for the investigation of those who want something better. Send for our catalog, No. 202-G, describing our latest Cast-on-End Ring Construction.

Fairbanks-Morse & Co.

167-169 West Second South St. Salt Lake City, Utah

Keep in touch with what the papers are
saying about you during
your political campaign
Intermountain Press Clipping Bureau
901-902 Boston Building